

Video 101 CMPR6208

Course Outline

Description: Strengthen your overall communication strategy by using video that will grab attention and enable you to effectively convey your message to viewers. Learn how a well-produced video can benefit your organization in terms of enhancing your image and reinforcing your brand. This hands-on course will offer a starting point on how to shoot a ready-to-go, immediate and effective video for the web. Learn how to come up with a concept, plan and capture footage through basic shooting techniques including lighting, sound and editing. This is an introductory course for corporate communicators, marketers, not-for-profit organizations and anyone looking to benefit from a positive return on investment.

Course Goals: Video 101 provides a foundation for understanding and implementing key components in the development of effective video productions designed to support targeted organizational communication objectives.

Course Objectives: At the completion of this course, the student will be able to:

- Understand the importance of effectively produced videos to their organization's communication/marketing efforts;
- Summarize and compare the strengths/weaknesses of different styles of cameras;
- Implement steps to planning an effective short video project;
- Recognize and recall the key rules of video shooting
- Differentiate between various types of shots and recognize their value in video productions;
- Generate a powerful video interview;
- Implement strategies to enhance audio quality;
- Create lighting set ups that add to the professionalism of video productions;
- Understand very basic editing strategies
- Understand how different social media channels impact viewing behaviours

Texts: all materials are provided in class.

Attendance Requirements:

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

Western Continuing Studies

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct:

<http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Evaluation Method:

As part of the course/instructor evaluation, Continuing Studies will send a survey to you electronically. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
 - a. The course content was relevant and valuable.
 - b. The instructor conducted class sessions in an organized, well-planned manner.
 - c. The instructor explained concepts clearly.
 - d. The instructor displayed enthusiasm and energy in conducting class sessions.
 - e. The instructor made me feel comfortable in the learning environment.
 - f. The instructor encouraged my participation and interaction.